



Hello Church,

In 2009, the Communications Committee was formed within Trinity United Methodist Church. Our mission is to help our church and our programs, groups, committees, and school communicate more effectively both within Trinity and with the larger community. Our role is part geek, part public relations, part evangelism, part marketing, and part help desk. So far, we have accomplished the following:

- ◆ Created a new logo that linked the church, school, youth, and recreation programs through a strategically developed logo
- ◆ Developed an internally produced church directory available in hard copy and for the first time as a CD
- ◆ Enhanced the information available through our website and to develop one public face for the church, school, youth, and recreation
- ◆ Identified and implemented cost savings opportunities through our digital and voice communications systems
- ◆ Increased our means and timeliness of communications through digital and voice technology (examples include emailing *Carry the Light* newsletter and posting it on our website and staff voicemail)
- ◆ Listed Trinity with Google Maps and corrected the mapping location with Google Maps and MapQuest

We are excited about our accomplishments and look forward to serving you this year. We already have some objectives for 2011:

- ◆ To launch our first on-line church directory (delayed due to technology concerns)
- ◆ To increase traffic to the website
- ◆ To create a technology focused plan that incorporates both hardware and software
- ◆ To improve efficiency and communications between staff members and to the church
- ◆ To develop software training for the staff
- ◆ To expand our communications reach to those outside the church

We would also like to hear from you. If you have ideas on how we as a church can improve our communications, please let us know. You can contact us at communications@trinityumccartersville.org, phone our chairperson at 770-855-6312, or feel free to stop by one of our meetings. If you are interested in participating in our committee, we would love to have you. We meet the 3rd Monday of each month at 7:00 PM in the Seekers class room. Look for more communications coming your way.

Thanks,

Your Communications Committee